

## Digital Content Steering Group meeting

Tuesday 22nd June at Momentum

**Attendees:** Adrian Lennon (AL), Davy Sims (DS), Ian Graham (IG), Marty Neill (MN), Andy McMillan (AMcM), Aidan McGrath (AMcG), Matt Johnston (MJ), Nicola McManus (NMcM)

### Stakeholder meeting

- **Action** - SG agreed on End of July date to be agreed and send invite out ASAP-**MJ/NMcM**
- **Action** - MJ agreed to add creative & cultural arts to stakeholder list.

### Events

- SG agreed on doing a showcase event for the Institute of Directors to show what digital circle can do.
- A road show was also discussed to explain the importance of digital content in the future – Maybe in place next year
- There was discussion about doing an event around the Digital Britain report to respond to what we can do with the recommendations.
- Build– AMcM briefed the SG on BUILD
  - 5<sup>th</sup> Nov 2009
  - Waterfront Hall
  - 75% off for students
  - AMcM suggested the Digital Circle may like to sponsor the Key Note Speaker at BUILD.
  - **Action** AMcM agreed to have a proposal together for the steering group for the end of the week.

### Website

- Ning was discussed as the new Platform to be set up for a short term DC website.  
**Action** - **MJ** agreed to set up DC on Ning.
- **Action – To be assigned** For the new website design it was agreed a tender would be sent out to all members for a new 6 page website.
- **Action**- It was agreed that the Ning invite to Members would come from **AL** and **DS** agreed to provide input into comms.
- Specification was discussed and agreed that it should be a static public facing website which can showcase the digital circle.
- **Action** – **AL** agreed to write spec and pass round steering group
- **Action** – **MJ** agreed to do training with AL on Newsletters.

### Northern Ireland Enterprise Fund

- **Action** - **AMcG** agreed to follow up on funding and broadcast to all members.

### Progress report

- **Action** - Report to be completed by all SG members and sent to MJ by the 15<sup>th</sup> July.

### Subgroups

It was agreed by the SG that subgroups are for members only and stakeholders are exempt from working groups. However non-members can be specifically invited by subgroup members.

**Action** Alan Watts & Eoin Lambkin to be specifically invited by the SG

1. Internationalisation & Export
  - **Action DS** agreed to send out another call through MJ to get a subgroup together for Internationalisation & export.
2. Skills
  - AMcM updated the steering group on the recent skills subgroup meeting.
  - Skills subgroup want to meet DEL & CCEA.
  - Also the subgroup would like to look at the option of extending BringITon to the digital content industry.
3. Investment
  - AMcG organised e-synergy event for Digital Circle members and to get together the investment subgroup
4. Innovation
  - MN informed SG - Lee Monroe agreed to join Innovation Subgroup.

### **Membership Database**

SG agreed to Migrate Digitalcircle.org into Ning to encourage members to collaborate on Ning

### **PR for Digital Circle**

- **Action** – as notable stories take place it is incumbent upon organiser to do/originate a press release on what digital circle has achieved

### **Previous open actions:**

- **Action** It was decided there would be an end of Year Digital Circle event (like an AGM) it was proposed this will coincide with a 'special event' in April.
- **Action** It was also decided that each SG member would name an event for their allocated strand and a trade mission which they can link into. – **DS, MN, AMcM, AMcG**
- **Action** Following this decision **AMcG** – Agreed to do an event around Halo at the end of June. **AMcG** also offered to run a sales course.
- **Action MJ** agreed to pull together a list of all the event Digital Circle can hook into. It was agreed that events should not be restricted to N. Ireland only.
- **Action** - Process for iPhone competition needs to be put in place
- **Action Bizcamp** – **AMcM** proposed getting Print Material for DC to distribute at events like Bizcamp – **open action**
- **CO-Working** – AMcM & MN briefing the SG on the progress they have made on the co-working space.
  - Found a space
  - Due to move in 1<sup>st</sup> June
  - Potential to hold 20 designers and developers

- AMcM would like Digital Circle to support the co-working space.
- **Action** - It was agreed by all SG members would need to be a clear proposition/ business plan for DC to take part.
  
- **Action - Digital Hub** – MJ agreed to try to source information on Dublin Business Plan.

**Actions Complete**

- Digital Circle e-mail accounts for Steering Group members have now been set up by MJ.
- E-mail sent to subgroups by NMCM/MJ.